

Heritage as an alternative driver for sustainable development and economic recovery in South East Europe

Editorial



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This volume includes the papers presented at the International Conference **Heritage as an alternative driver for sustainable development and economic recovery in South East Europe**, held at Potenza, Basilicata, ITALY, 11th-14th, April 2014. Submitted papers focus on topics in the field of cultural heritage.

This publication contains selected papers based on a double blind peer-review process. Based on the review process the Institute of National Economy from Romanian Academy selected 47 papers from 90 applications. The acceptance rate was 52 %.

The aim of the International Conference “Heritage as an alternative driver for sustainable development and economic recovery in South East Europe” was to overview trends in heritage interpretation and heritage entrepreneurship as main driven factors for economic rejuvenation at local level, gain a common attitude towards latest challenges in cultural heritage consumption in the context of the emerging markets in SE Europe in particular, develop and extend scientific collaboration bringing together academics and practitioners that have common research agendas, disseminate research outputs from Sagittarius Project and other SEE Projects, stimulate the new ideas and tools for innovative heritage consumption in the challenging context of local socio-economic and cultural development and international networking in heritage interpretation.

SAGITTARIUS-SEE/B/0016/4.3/X- advances cultural consumption by communicating cultural values: from natural monuments and ecosystems to sites and collections, from the arts to traditions and handicrafts. Thus values of tangible-intangible, movable-immovable and spiritual heritage assets become catalysts for regeneration and development by being revealed and communicated. Given the diversity and complexity of heritage, the use of cultural values for development is feasible, only if multilateral interactions are understood and reflected in policy and delivery. Required is a multivalent and flexible nexus at local-global level to mitigate the protection-use conflict reconciling national and international strategies. SAGITTARIUS provides the Cooperation Area with an activity mix to fully realize the socioeconomic potential of culture: put into practice is an integrative management system to classify and signify natural, man made and spiritual heritage assets and communicate their values to different audiences across the SEE to promote entrepreneurial culture in the heritage sector.

SAGITTARIUS encourages the formation of heritage entrepreneurs: a participatory knowledge platform transfers advanced tools among multilevel actors to protect and use heritage assets by identifying their environmental, social, historic, aesthetic, spiritual and special values; domain specific training certifies individuals with increased

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capacities certifying professional skills. Implemented pilot actions on a social inclusion basis provide for cultural experience diversity connecting thus local cultural production to international markets. By activating public-private-third sector alliances, heritage entrepreneurship is established at transnational level, exemplifying, how heritage is valued, protected, communicated and used with ecologic, economic and social profit

We wish to thank the Scientific Committee for their contribution to the success of the Conference:

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